

51 CLAIMS:

1 1. A signage system for a traffic area, the traffic area
2 comprising visually-identifiable boundary markers, the signage
3 system comprising

4 sign means at the boundary markers,
5 the sign means visually viewable by an occupant of
6 a vehicle adjacent the boundary markers.

1 2. The signage system of claim 1 wherein the sign means is
2 within the boundary markers.

1 3. The signage system of claim 1 wherein the sign means
2 includes signage from the group consisting of logo, trademark,
3 service mark, trade name, brand message, phone number, symbols,
4 advertising, internet website address, geographic directions, and
radio station setting.

4 4. The signage system of claim 1 further comprising
interaction apparatus at the parking area for
providing communication between a person at the traffic area
and an entity remote from the traffic area.

5 5. The signage system of claim 4 further comprising
remote control apparatus for selectively activating
the interaction apparatus.

6 6. The signage system of claim 4 wherein the interaction
apparatus is electrically powered and the signage system further
comprises

4 solar power means for providing electrical power to
5 the interaction apparatus.

1 7. The signage system of claim 4 wherein the entity is from
2 the group consisting of a live person, a business, a database,
3 security personnel, and a message playback system.

1 8. The signage system of claim 1 wherein the traffic area is
2 a parking lot.

1 9. The signage system of claim 1 wherein the traffic area is
2 a roadway.

1 10. The signage system of claim 1 wherein the traffic area is

2 a crosswalk.

1 11. The signage system of claim 1 wherein the sign means
2 includes traffic marking tape which has thereon or therein
3 information indicia.

1 12. The signage system of claim 1 wherein the traffic area
2 includes pavement and the sign means is applied to the pavement.

1 13. The signage system of claim 12 wherein the sign means
2 includes at least one electronic display apparatus for presenting
3 information to a person at the traffic area.

1 14. The signage system of claim 13 wherein the at least one
2 electronic display apparatus is from the group consisting of
3 screen, panel, flat screen, back-lit panel, back-lit screen, and
4 video monitor.

15. The signage system of claim 13 further comprising
switch apparatus interconnected with the at least
one electronic display for selective activation of the at
least one electronic display.

16. The signage system of claim 13 further comprising
remote control apparatus for selectively activating
the at least one electronic display.

17. The signage system of claim 13 wherein the at least one
electronic display presents a static image.

18. The signage system of claim 13 wherein the at least one
electronic display presents a series of images presented
sequentially.

1 19. The signage system of claim 13 wherein the at least one
2 electronic display presents a series of moving images.

1 20. The signage system of claim 13 wherein the at least one
2 electronic display is electrically powered and the signage system
3 further comprises

4 solar power means for providing electrical power to
5 the at least one electronic display.

1 21. The signage system of claim 1 wherein the boundary
2 markers include at least one curb.

1 22. The signage system of claim 1 further comprising
2 camera means at the traffic area.

3 23. A signage system for a traffic area, the traffic area
4 comprising visually-identifiable boundary markers, the signage
5 system comprising

6 sign means at the boundary markers,
7 the sign means visually viewable by a person
8 adjacent the boundary markers,

9 interaction apparatus at the parking area for
10 providing communication between a vehicle occupant at the
11 traffic area and an entity remote from the traffic area,
12 wherein the entity is from the group consisting of a live
13 person, a business, a database, security personnel, and a
message playback system,

14 wherein the traffic area is from the group consisting of
15 parking lot, roadway, and crosswalk,

16 wherein the traffic area includes pavement and the sign
17 means is applied to the pavement,

18 wherein the sign means includes at least one electronic
19 display apparatus for presenting information to a person at the
20 traffic area, and wherein the at least one electronic display
21 apparatus is from the group consisting of screen, panel, flat
22 screen, back-lit panel, back-lit screen, and video monitor.

23 24. A signage system for a traffic area, the traffic area
24 having visually-identifiable curbing, the signage system comprising

25 sign means in the curbing,
26 the sign means visually viewable by an occupant of
27 a vehicle adjacent the curbing,

28 at least one electronic display apparatus for
29 presenting information to a person at the traffic area, and

30 the at least one electronic display apparatus is
31 from the group consisting of screen, panel, flat screen, back-lit
32 panel, back-lit screen, and video monitor.

33 25. Any invention disclosed herein.
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